

Sarah Kranz

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Senior Graphic Designer with over 10 years of experience designing and executing marketing campaigns and retail presentations at Pottery Barn Kids & Teen. Highly creative with the ability to work well within a team. Extensive experience with various programs within the Adobe Creative Suite, such as Photoshop, InDesign and Illustrator.

SKILLS

Typography, Page Layout, Print Design, Vector Illustration, Web Design, Project Management, Photo Editing, Adobe Creative Suite, Logo Design, Microsoft Office, Figma, Visual Communication, Detail Oriented, Copywriting, Digital Design

WORK EXPERIENCE

Visual Merchandising Manager, Senior Graphic Designer | Williams-Sonoma Inc. June 2018 - Present

- Executed branding campaigns and marketing collateral for all retail stores.
- Managed color correcting and photo editing of brand photography for use in retail marketing presentations.
- Reduced print production costs by 50%, resulting in a savings of \$1M in 1 year by developing new workflows and conducting analysis of department expenditures.
- Routinely assist web design teams with landing page, email & social media design projects, resulting in increased collaboration and efficiency across the organization.
- Adapted quickly to a team downsizing situation by taking on additional responsibilities and effectively managing multiple roles.
- Redesigned the template for all retail signage, producing an improved user experience for retail guests.
- Managed and trained a direct report, leading the retail graphics team to complete projects on time and within budget.
- Authored a job instruction manual for the team to follow during my leave of absence, ensuring continuity of work and successful completion of projects.

Assistant Manager of Graphics | Williams-Sonoma Inc. October 2015 - June 2018

- Developed and implemented an efficient digital file organization system, resulting in a 50% reduction in production time.
- Developed and maintained print collateral, marketing & graphic standards across Pottery Barn Kids & Pottery Barn teen brands.
- Designed digital assets for our retail social channels to keep consistent with brand identity.
- Created a reference matrix for all stores to ensure accuracy and consistency in marketing rollouts, resulting in a reduction in errors and an increase in overall quality of work.
- Collaborated with cross-functional teams to achieve company goals and deliver high-impact projects on time and within budget.

Visual Coordinator | Williams-Sonoma Inc. June 2015 - October 2015

- Assisted team members in the design and implementation of seasonal marketing campaigns.
- Coordinated with merchant teams to design and produce retail signage for all new seasonal products, resulting in an increase in product visibility and sales.
- Provided design assistance to Visual Team, resulting in impactful in-house presentations and seasonal photo books.

Contract Production Artist / Jr. Graphic Designer | Williams-Sonoma Inc. October 2012 - June 2015

- Collaborated with visual merchandiser to create weekly visual direction memos and produce seasonal photo books for stores and planograms resulting in an increase in store engagement and sales.
- Assisted Visual Team in the creation of new store floor plans, window design illustrations, and event marketing collateral.

Graphic Designer | CreativeMedia June 2011 - June 2012

- Coordinated with on campus clients to design and produce posters, logos, brochures and other forms of marketing materials for campus events.

EDUCATION

BA in Design, Visual Communications

University of California, Davis • Jan 2008 - Jan 2012 Minor in Art History